

The Tradition of Caring Jefferson Awards Mission Statement

The Tradition of Caring Jefferson Awards honor the highest ideals and achievements in the field of public service in KELOLAND. By honoring the Tradition of Caring Jefferson Awards recipients, it is the goal of KELOLAND TV to inspire others to become involved in community and public service. We recognize outstanding dedication, sacrifice and accomplishment by individuals.



KELO-TV

KDLO-TV

KPLO-TV

KCLO-TV

February 3, 2004

The Honorable M. Mike Rounds, Governor
State of South Dakota
Capitol Building
Pierre, SD 57501

Dear Governor Rounds:

KELOLAND TV is proud to announce the 2004 Jefferson/Tradition of Caring Awards. These awards seek to honor extraordinary people in our area who engage in community and public service. These awards are sponsored by KELO-TV and Toshiba America Business Solutions of Mitchell, SD.

We would like to extend you an invitation to be our guest and honor our winners as keynote speaker at our annual awards luncheon. For most of these winners, this event will likely be the only major recognition for a lifetime of tireless efforts in public service. This year we will honor three categories, Seniors (65 & older), Youth (18 & under) and General. Your speech need only be ten to fifteen minutes and focus on the importance of public service.

In the recent past our speakers have included Senate Minority Leader Tom Daschle, Congressman John Thune, and Senator George McGovern.

The date for the luncheon has not been set at this time in an effort to be flexible with the opportunities in your schedule. Our luncheon is hosted by the Mitchell Rotary Club and their club meets every Thursday. Dates for consideration are Thursday, March 25, April 1, April 8, or April 15.

Governor Rounds, we think your presence and comments would ensure a special day to honor these KELOLAND citizens.

Thank you so much for considering our request.

Best regards,

Mark Antonitis

501 South Phillips Avenue • Sioux Falls, SD 57104 • Phone 605.336.1100 • Fax 605.357.5530



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KCLO-TV

March 12, 2004

The Honorable M. Mike Rounds
Governor of South Dakota
500 E. Capitol
Pierre, SD 57501

ATTN TANA ZABEL

Dear Governor Rounds:

We are very pleased you have agreed to join us for our 2004 Tradition of Caring Jefferson Awards luncheon. KELO-TV has partnered with Toshiba America Business Solutions, of Mitchell, the last several years to present these awards. Toshiba has been a great partner for this event and they are the reason we do the event in Mitchell, their hometown.

Our "call for nominations" has just ended. On March 22nd, we will hold a luncheon here at the station where the winners will be chosen from all the nominations we received. We host a committee of approximately six people comprised of a past winner, station personnel who emcee the event, a representative from Toshiba, and one or two area business people. Once the judging is complete and the committee has chosen the winners, I will forward you background information on each winner. There will be three winners chosen, one from each of the following categories; Youth, General, & Senior.

Our luncheon will be held Thursday, April 8th, in Mitchell at the Holiday Inn. We will be hosted by the Mitchell Rotary Club. Angela Kennecke and Doug Lund will emcee the event.

The Rotary President will open the ceremony at approximately 11:30am, followed by lunch. Mark Antonitis, our GM, will say a few words and introduce you. Your comments need only be 10-15 minutes in length. Following your comments Angela and Doug will do a short video profile of each winner. Following each video we would appreciate very much if you would come forward to present each winner with their certificate and have a photo taken. The photos are always a wonderful remembrance of the day for them.

I hope this gives you a little background on our event. I will forward a packet in late March, after the winners are selected, and provide final details.

Again, thank you so much for agreeing to be part of this special event.

Sincerely,

Becky Otto
501 South Phillips Avenue • Sioux Falls, SD 57104 • Phone 605.336.1100 • Fax 605.357.5530
Administrative Assistant

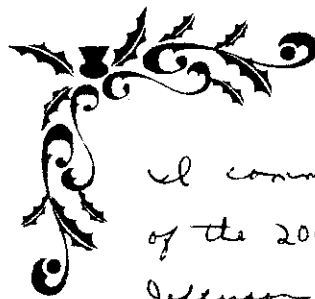
Dear Mr Falencik,

I wish to express my thanks
and appreciation to KELD and
others for the recent honors
acknowledging the contribution
of all volunteers to the
well-being of all in their
communities.

My office assistant, Joyce
Morris and possibly my
secretary, both of whom
served my medical practice
for many years, will represent
me along with Cindy Thole
who nominated me at the
luncheon.

Once again, Many thanks
and Best Wishes to
you and KELD —

Dr Tom Currie



I commend you for sponsorship
of the 2004 Tradition of Caring
Jefferson Awards.

I enjoyed the luncheon and
heart warming awards ceremony.

Thank you!

Bruce Robinson
Mitchell City Council



NATIONAL ACADEMY OF TELEVISION

ARTS & SCIENCES

**COMMUNITY SERVICE AND PSA EMMY
AWARDS**

2000

“TRADITION OF CARING”

The Tradition of Caring Awards Mission Statement

The Tradition of Caring Awards honor the highest ideals and achievements in the field of public service in KELO-LAND. By honoring the Tradition of Caring Awards recipients, it is the goal of KELO-LAND TV to inspire others to become involved in community and public service. We recognize outstanding dedication, sacrifice and accomplishment by individuals.

**FOR IMMEDIATE RELEASE****THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES
PRESENTS ITS 2000 COMMUNITY SERVICE AND PSA EMMY AWARDS**

New York, Aug. 31, 2000 – A program designed to help save the lives of unwanted babies, a hotline to field calls from distressed parents and teens, and a team effort directed at a variety of worthy causes were honored last night as the National Academy of Television Arts & Sciences gave out its 2000 Community Service and Public Service Announcements Emmy Awards.

Some 100 broadcasters and public service organization representatives from across the U.S. were on hand for the black-tie award ceremony, held at the Marriott Marquis Hotel in New York.

The Community Service Award was presented to WPMI, Mobile, Ala., for "Saving Babies in Alabama," the National PSA Emmy went to the Boys Town National Hotline, and the Local PSA Emmy was captured by KELO, Sioux Falls, S.D., for its 30-second spots on behalf of a variety of causes.

All the awards were presented by John Cannon, president of NATAS.

There were 13 Community Service Emmy Award finalists, four National PSA finalists, and four Local PSA finalists. Each finalist received a commemorative plaque presented by Mr. Cannon.

"The Community Service and Public Service Announcement Emmy Award ceremony is one of our most satisfying events, as it highlights the television stations and their employees nationwide, who have dedicated their time and effort to community service," said Mr. Cannon at last night's event. "The National Academy of Television Arts and Sciences hopes this event will serve as a catalyst to motivate other television stations to support community service"

The finalists were chosen by nationwide panels of civic leaders and community service professionals. The eligibility period for submissions was the 1999 calendar year.

-more-

THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

111 WEST 57th STREET, NEW YORK, NY 10019 • TELEPHONE (212) 586-8424 • FAX (212) 246-8129
Received Time Aug. 31, 10:38AM
WEBSITE: EMMYONLINE.ORG

The results, tabulated by the independent accountancy firm Lutz and Carr LLP, follow:

Community Service Emmy Award winner: WPML, Mobile, Ala. – “Saving Babies In Alabama.” News reporter Jodi Brookes created a program aimed at saving the lives of unwanted babies. Under the program, a woman can take her unwanted newborn to an area hospital’s emergency room and walk away without fear of prosecution, providing the child is unharmed. The infant is subsequently placed in a foster home. Alabama State Governor Don Siegelman signed a bill making this program state law and 28 states are considering adopting similar legislation.

National PSA Emmy Award winner: Boys Town National Hotline – “Lost, We’re All The Same, The Place You Want To Be.” The PSA was cited for raising awareness of a Boys Town hotline set up to address the problems and concerns of the parents and teens who call for help in matters of drugs, violence, suicide threats or breakdowns in familial relationships. The hotline receives 370,000 calls per year.

Local PSA Emmy Award winner: KELO, Sioux Falls, S.D. – “Tradition of Caring.” Each full-time employee at KELO-LAND TV is asked to help produce a 30-second spot for a worthy cause as well as perform eight hours of community service. The winning team is awarded \$500 and another \$500 is donated to the subject of that PSA.

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AWARDS CONTACT

Trudy Wilson
NATAS
(212) 586-8424



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TRADITION OF CARING CAMPAIGN NOMINATED FOR NATIONAL EMMY

In our 47-year history, KELO-LAND Television has always been committed to public service. But 3 years ago, we set out to make that commitment more personal with every employee pitching in to help. We called this new public service effort "Tradition of Caring". Now the National Academy of Television Arts and Sciences has announced that KELO-LAND TV is a finalist for the Local Public Service Announcement Award for our "Tradition of Caring" campaign. The Emmy winners will be announced August 30th in New York.

What makes "Tradition of Caring" different? And how does it work? Each year questionnaires are sent to local charitable organizations. From the answers we receive, we choose the organizations that we will support in the coming year. By narrowing the number of organizations we support, we are able to focus our efforts more effectively.

Once the list has been established, each employee at KELO-TV is assigned to a "TOC" group. Each group is responsible for producing a least one 30" PSA for their organization. And each employee agrees to donate at least 8 hours of time to public service throughout the year. What began as an assignment has turned into a competition between groups. In fact, each year all the Tradition of Caring spots are judged and the winning group receives \$500 and their organization receives \$500. The result: more effective, more creative public service spots. And it has built teamwork among the employees. Accountants work with photographers. Sales people work with news anchors. Every employee is on a team.

We also enlisted the help of a local business to be our Tradition of Caring sponsor. Slumberland Furniture has been proud to sponsor this award-winning campaign since its inception. This public service campaign carries on our long-standing tradition of serving our coverage area. For KELO-LAND TV, it's our Tradition of Caring.

e Ventura n latest book



Governor criticizes Wellstone

ST. PAUL (AP) - Gov. Jesse Ventura said on nationwide television that he thinks U.S. Sen. Paul Wellstone has gone back on campaign-finance and term-limit pledges he made to Minnesotans.

Ventura also told interviewer Geraldo Rivera Tuesday night that he is leaning toward seeking a second term in 2002 and would welcome a challenge from Wellstone.

"Senator Wellstone and I used to get along great," Ventura said in the program, broadcast on the cable station CNBC. "But let's set the record straight - his son was a very close worker in the Hubert Humphrey campaign. I think when I defeated Hubert, I probably cost the senator's son a job at the Capitol, because ever since the day I won that election, the senator hasn't treated me very well."

Wellstone's son, David, worked on the gubernatorial campaign of Hubert Humphrey III, the Democratic-Farmer-Labor candidate for governor in 1998.

Since Ventura's victory, the third-party governor and the Democratic senator have clashed over federal education financing, farm policy and other issues.

Last week, Wellstone was

Associated Press
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Moorhead man indicted

The Associated Press

MOORHEAD, Minn. - A Moorhead man was indicted for first-degree murder Wednesday, accused of walking into a tobacco shop and shooting to death a man who had been dating the suspect's estranged wife.

Mark Carney, 40, is accused of killing John Voeller, 42, of West Fargo.

On Aug. 17, Voeller was working at Tobacco City in Moorhead, one of three stores he managed in the area.

According to the complaint, Carney came in and shot Voeller twice with a shotgun.

Police arrested Carney shortly after the shooting, following a high-speed chase to his farm about six miles south of Moorhead. He

surrendered to police after a two-hour standoff along the Red River.

Carney and his wife, Sheila, were separated at the time of the shooting, and she told authorities that she and Voeller had been romantically involved.

She has since filed for and received a protection order against Carney, who is being held in the Clay County Jail.

KELO-TV wins Emmy for service

The Associated Press

A Sioux Falls television station has won an Emmy award.

KELO-TV made the announcement Wednesday night after the award was presented in New York.

It was nominated for its Tradition of Caring public service campaign. The award was in the Local Public Service Announcement category.

Stations in Chicago, Seattle and Columbia, S.C., were the other

finalists.

KELO's campaign helped organizations statewide gain exposure and raise money. Employees at the station took part in community service projects as part of the effort.

Elderly care: State says it's federal responsibility

Continued from 1B

wants to be back on their own reservation," Brown Otter said. "We deserve a place like this for our people. Our state and tribal people need to work together to make this happen."

A moratorium on new nursing-home space passed in 1988 by the Legislature prevents a tribe from building a facility and getting state matching funds for Medicaid patients. But a Department of Social Services official said the key issue should be that elderly care is

as much a part of the federal government's responsibility to Indian people as is any other type of health care.

"The federal government has made the treaties, has made the promises," said Mike Vogel, deputy secretary of Social Services. "If the state of South Dakota wants to start to get long-term care to reservations, it will be releasing the federal government of its responsibility."

Brown Otter agreed, saying, "We had treaties with the government long before South Dakota was ever a state."

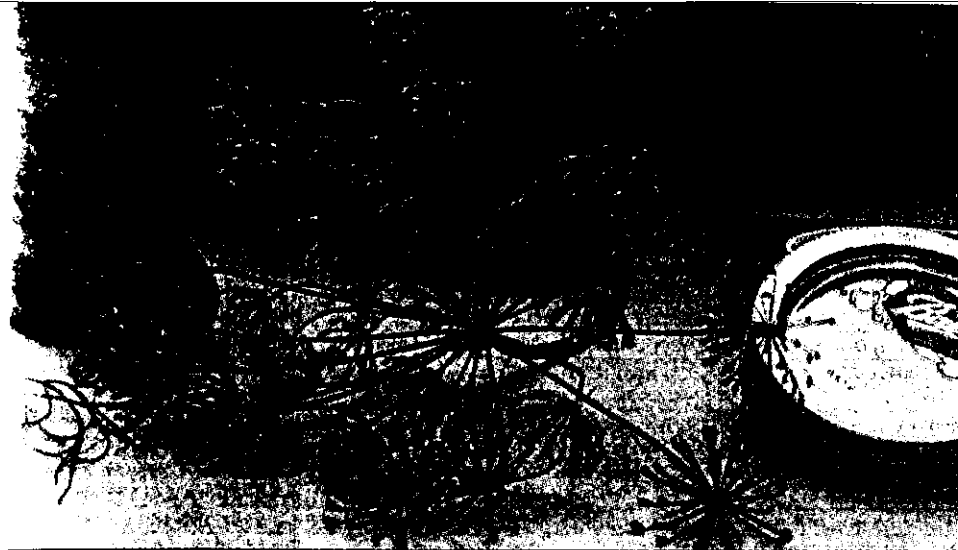
The committee's staff will draft the letters. Sen. Arne Brown, R-Brookings, said the emphasis should be not just on nursing homes, but also on home-care services, assisted-living centers and other options for the elderly on reservations.

"That's what's needed for reservations," Brown said. "Not just another facility, but a whole package of services for the elderly."

Reach reporter Terry Woster at 605-224-2760 or twoster@midco.net

Total

Wagner - 8/31/80



play the pantry
full of produce
they've grown
and preserved.

Photos by Nikki Fox
Argus Leader

painstakingly preserve food they've grown

By JOMAY STEEN
Argus Leader

Gleaning from the pantry shelves of Keith TerMeer's utility room is what's left of his 160 quarts of tomatoes, 42 quarts of dill pickles and a variety of beans, beets, cherries, plums, applesauce, salsa and tomato juice.

TerMeer will be taking his pressure cooker out to begin canning another round of ripened tomatoes this week, as well as cucumbers, onions and peppers.

Throughout South Dakota, gardeners are cleaning jars, pressure cookers, drying trays and freezers to start marathon sessions for canning, freezing or dehydrating produce at its peak flavor.

This labor-intensive process of food preparation keeps the TerMeer family happily snacking on pickles and salsa long after the first snows of winter arrive. It also gives TerMeer more control of what goes into the foods served to his family. A dozen quarts of Brussels sprouts that he cleaned and stored in bags were placed in the freezer. A couple dozen ears of corn and cucumber salad share freezer space as well.

"In the long run, it's a little bit cheaper, and the nutritional value is better," TerMeer says.

Rosie Roach of rural Takini agrees with TerMeer's approach. Each summer for more than 50 years, she and her family have returned to the prairie garden to dig "tempsila" — wild

turnips that she then dries.

"It preserves the nutritional value without additives or weakening it by parboiling," she says.

For Roach and others, this is a way to ensure good taste and a storehouse of foods when winter arrives. Crack the seal on a jar of juice, salsa or spaghetti sauce, and TerMeer enjoys the fruits of summer. But if not prepared properly, botulism bacteria can be released as well.

The bacteria thrive in a warmed, airless atmosphere. Pressure canning creates this hotbed of spoilage if directions are not followed to the letter.

"You have to consider recipes for canning a chemical formula," says Sandra Aamlid, Extension educator in Sioux Falls. "Deviate from them, and we can't guarantee they're safe."

She says there are two safe methods of processing. One is to use a pressure canner. The other is using a boiling-water canner. Both methods depend upon acidity in the food.

"You have to identify the food as acid or low acid," Aamlid says.

Beans and carrots are low-acid foods and must be processed in a pressure canner. Cucumbers, fruits or peaches work in a hot-water canner, she says.

"If someone calls who has green beans and doesn't have a pressure canner, their only

Canning / See 4D

Such wellness drinks, including soy milk, ginseng teas and juice blends, represent one of the biggest trends to hit store shelves last year, accounting for 18.5 percent of new beverages, says trade publication Beverage Industry. Most either tout or increase the presence of polyphenols, natural compounds shown to neutralize cancer-causing chemicals in test tubes and some animals.

KELO nominated for public service Emmy Award

From staff reports

KELO-TV's "Tradition of Caring" public service campaign has earned the station a nomination for a national Emmy Award.

The Sioux Falls station is among four finalists for the Local Public Service Announcement honor. The winner will be announced Aug. 30 in New York.

Other finalists are stations from Chicago, Seattle and Columbia, S.C.

The awards are given annually by the National Academy of Television Arts and Sciences, the same group that doles out awards for popular TV shows.

The "Tradition" campaign was a stationwide effort to help local organizations gain public exposure and raise money.

KELO general manager Mark Antonitis will travel to New York for the ceremony. "It's a one-in-four chance that we win, and we're up against Chicago and Seattle. That's stiff competition. We're just proud to be nominated," he says.

as 10 best, worst TV shows

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engage parents as well as kids. Drug abuse, alcoholism, the Holocaust, sexual infidelity and death, among other tough issues, are used in scripts. While the topics may not be appropriate for kids of all ages, they are handled in a way, Honig says, reminiscent of a morality play.

PTC limits its reviews to broadcast networks. This deliberate choice is because broadcasters, which use pub-

licenses are up for renewal. It gives viewers some clout, beyond simply turning off TV, when they deem programs objectionable.

Cable networks, by contrast, send signals across privately owned mediums — cables, for instance, or satellites.

PTC relentlessly condemns advertisers on programs it deems unsuitable for family viewing. Since PTC first opened its doors, advertisers

Show rankings at both ends of scale

Best

1. "Touched by an Angel," CBS.
2. "Seventh Heaven," WB.
3. "Who Wants to Be a Millionaire," ABC.
4. "Sabrina, the Teenage Witch," ABC, moving to The WB.
5. "Early Edition," CBS, canceled.
6. "Moesha," UPN.
7. "Boy Meets World," ABC, canceled.
8. "Safe Harbor," The WB, canceled.

Worst

1. "WWF Smackdown!," UPN.
2. "Family Guy," Fox, canceled.
3. "Action," Fox, canceled.
4. "Buffy the Vampire Slayer," The WB.
5. "The Beat," UPN, canceled.
6. "Ally McBeal," Fox.
7. "Norm," ABC.
8. "The Drew Carey Show," ABC.
9. "Will & Grace," NBC.
10. "Popular," WB.

We won an Emmy! A National Emmy! Everyone at the station is excited about this honor because everyone here took part in "Tradition of Caring".

KELO-LAND TV's "Tradition of Caring" is a unique public service effort that involves every employee at the station from the general manager to the receptionist. "Tradition of Caring" was created to concentrate on local causes and have a real impact. It is the mainstay of KELO-LAND TV's public service on-air efforts.

Here's how "Tradition of Caring" works. Each full-time employee filled out a survey. They were questioned on their current involvement in public service and given a choice of twenty causes to assist. Based on that survey, each employee was placed on a team of four to five persons. Each team was required to produce a 30-second PSA for their organization. (Many volunteered to do additional spots for their cause). The employees researched, produced, and scheduled the spots and were asked to perform a minimum of 8-hours of community service. At year end, the team whose PSA was voted most creative and affective was awarded \$500. Another \$500 was donated on behalf of that team to its cause.

Winning the National Emmy for Local Public Service Announcements was really a long shot for us. When we entered we weren't confident we would win but we had the entry tape made for another award we had entered and decided to give it a shot. The entry was sent in on April 20th. On August 16th we received a letter for the Academy that we were one of four finalists for the Emmy. Needless to say we were excited. Our General Manager read the letter four times! Arrangements were made for us to make the trip to New York to attend the awards ceremony on August 30th. Our General Manager, Mark Antonitis, our Account Executive for Slumberland Furniture, Marla Gruber and I went to represent the station. Two people from Slumberland Furniture, our corporate sponsor for "Tradition of Caring", also attended. At the ceremony each of the finalists received a plaque and had the opportunity to explain their entry and thank those involved. Then they took pictures of the finalists with their plaques. Then came the final decision. At our table we sat hoping to hear "KELO-TV" as the winner. What we heard following the traditional asking of the presenter for "the envelope please" was that the winner was "Tradition of Caring". It took us all about a second or two to realize we had won, after all we were expecting to hear "KELO-TV" not "Tradition of Caring". I looked at our General Manager whose jaw had dropped and he had this look of complete surprise on his face. It didn't take long for us to stand and congratulate each other and the Slumberland Furniture people. All five of us got to go on stage and accept the Emmy Award. It was so unbelievable! After the ceremony as we walked through the lobby of the hotel where it was held, people would stop and ask if it was a real Emmy we were carrying. When we said that it was, they congratulated us, asked questions about how we won it and some even asked if they could touch it. We brought it back to the station on August 31st and had a staff meeting to congratulate all of the employees on their accomplishment. This is truly an award for the entire station since each one took part in making the "Tradition of Caring" spots.

Karen Floyd
Director of Public Service



KELO-TV

KDLO-TV

KPLO-TV

KCLO-TV

April 20, 2000

NATAS – Local Public Service Announcement
111 West 57th St., Suite 1020
New York, New York 10019

Dear Judges:

KELO-LAND TV's "Tradition of Caring" is a unique public service effort that involves every employee at the station from the general manager to the receptionist. "Tradition of Caring" was created to concentrate on local causes and have a real impact. It is the mainstay of KELO-LAND TV's public service on-air efforts.

For the past two years KELO-TV has made a real difference in the Sioux Falls area with "Tradition of Caring". Slumberland Furniture joined as a sponsor in 1999. Their corporate goal of service and involvement in the community matched closely the goals of TOC. After meeting with a KELO-TV account executive, they enthusiastically signed on.

Here's how TOC works. Each full-time employee filled out a survey. They were questioned on their current involvement in public service and given a choice of twenty causes to assist. Based on that survey, each employee was placed on a team of four to five persons. Each team was required to produce a 30-second PSA for their organization. (Many volunteered to do additional spots for their cause). The employees researched, produced, and scheduled the spots and were asked to perform a minimum of 8-hours of community service. At year end, the team whose PSA was voted most creative and affective was awarded \$500. Another \$500 was donated on behalf of that team to its cause.

Attached are a few letters we have received from 1999 organizations. The letter of thanks from the South Dakota Infant Loss Center has special meaning to the employees of the station. The previous year one of our employees experienced the loss of her child. Through this experience she discovered the South Dakota Infant Loss Center. She asked that a group be put together to produce a spot for them. That spot is on the enclosed tape and features the employee talking about her experience. As the letter states, with our help referrals to the Center have doubled and they raised over \$15,000 in corporate money. Other organizations have noted similar success.

We've met frequently with Slumberland to make sure our efforts matched their goals. They have been instrumental in providing not only financial support, but supplied facilities and ideas throughout the year. In 1999 we aired 7,756 "Tradition of Caring" spots on KELO-LAND TV. The dollar value of that airtime is \$581,700.

Sincerely,

Karen Floyd
Public Service Director
KELO-LAND TV

Gwen:

Mark Antonitis asked me to give you some information regarding our Tradition of Caring public service program. First our objective is to promote KELO-LAND TV's community image through production of public service announcements that represent our commitment to KELO-LAND causes and organizations.

The strategy is to create an image of community involvement by focusing on projects that will allow KELO-TV to have a real, tangible impact. We began by working with causes/organizations where KELO-LAND TV employees are already or would like to be involved. For this we gave each employee a questionnaire which is also attached.

Some of the tactics we use are to showcase KELO-LAND TV personalities as people making a difference where we live. Each on-air person is responsible for at least one group. We assign at least four people to each TOC team. Teams are composed of personnel from all departments to each area of interest. Personnel may be assigned to more than one group. This is done so there is a photographer, editor, and talent on each team. The PSAs are categorized in two categories: quarterly efforts and yearly efforts.

We meet in August to decide which causes to help in the next year. Some of the causes we have done spots for include the Humane Society, Child Immunization, America Heart Association, Women in Business, Children's Care Hospital and School, the Jefferson Awards, the Blood Bank, Boy/Girl Scouts, and Hunter Safety. For the year 2000 we are planning to focus our efforts on children and perhaps expand that to include families. So you can focus on many different causes or try to keep to one area of interest.

If you have any questions please give me a call.

Regards,

NATIONAL ASSOCIATION OF BROADCASTERS

EDUCATION FOUNDATION

SERVICE TO AMERICA AWARD

“FRIEND IN NEED TELEVISION AWARD”

1999



National Association of Broadcasters Education Foundation
1771 N Street, NW
Washington, DC 20036-2891
PH: 202.775.2559 FX: 202.775.3516

May 20, 1999

Mr. Mark Millage
News Director
KELO-TV
501 S. Philips Ave.
Sioux Falls, SD 57104

Dear Mark:

Congratulations to you and the rest of the staff at KELO-TV for winning a 1999 NABEF Service to America Award. We are delighted to recognize your station for its exemplary work on behalf of your local community.

The award will be presented during our Service to America Summit on June 21 here in Washington, D.C. at the Ronald Reagan Building and International Trade Center. General Colin Powell will kick off the day when he opens our Service to America Symposium, which will include a look at some successful partnerships between broadcasters and non-profits, followed by a session examining the role of broadcasting in the political process. That evening, the stars will shine when we present "A Celebration of Service to America," a gala awards banquet featuring Don Imus and our guest of honor, Nancy Reagan. It will be during this program that we honor you and your fellow Service to America Award winners.

We are pleased to invite one person from your station to attend the Summit as our guest. NABEF will provide round-trip airfare, hotel accommodations, and complimentary admission for the symposium and banquet. (We can provide additional complimentary admissions for the events if you wish to bring others at the station's expense.) Please refer to the enclosure for more information on how to make the necessary travel arrangements. The first step is to let us know who from the station will attend.

Again, congratulations on a job well done. I look forward to meeting you or one of your colleagues in June.

Best regards,

A handwritten signature in black ink, reading "John R. Porter". The signature is written in a cursive style with a large, stylized "J" and "P".

John R. Porter
Director

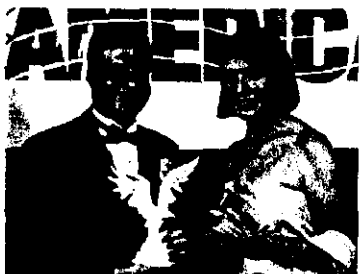
Enclosures

KARE-TV Minneapolis: Service to Children Television Award
KARE was honored for *Whatever*, its weekly magazine show for teenagers. The Gannett NBC affiliate's winning episode showcases "Calling the Shots," a program created by an emergency room physician to demonstrate the first hand repercussions of a gunfight.



l-r: KARE-TV Producer for Children's Programming Erin Zdechlik; President/General Manager John Remes.

KOTV-TV Tulsa: Service to Children Television Award
KOTV was recognized for *Dying to Quit*, an anti-smoking campaign for children and their families that combines on-



air programming with specially created in-school materials and community outreach. More than 60 school districts in the A.H. Belo CBS affiliate's viewing area participate in the campaign.

l-r: KOTV Asst. News Director Robert Cohen; Dharma and Greg star Susan Sullivan.

KELO-TV Sioux Falls, SD: Friend in Need Television Award
KELO spearheaded the rebuilding of a South Dakota town which was 90% destroyed by a tornado in May 1998. KELO-TV organized 8,000 volunteers and came to the aid of the 320-person town of Spencer with extended special newscasts culminating in the station's 3½-hour relief telethon that raised \$750,000 for the community-rebuilding



fund. The Young Broadcasting CBS affiliate has continued its community outreach as part of a five-member committee.

l-r: KELO-TV news anchors Doug Lund and Angela Kennecke; Sisters star Swoosie Kurtz.

WZZK-FM Birmingham, AL: Friend in Need Radio Award
When a tornado swept through Birmingham just before Easter, WZZK joined forces with listeners and local businesses to collect money, food, water, clothes and cleaning supplies, and gave 500 Easter baskets to affected children. For a project with Habitat for Humanity, the Cox station



took in lumber, appliances and labor to build a new home for a family and had enough left over to start building a second.

l-r: WZZK General Manager Jeff Clark, Sisters star Swoosie Kurtz, News Director Don Dailey and Program Director Jim Tice.

WFOR-TV Miami: Service to America Television Award
When Hurricane Andrew hit south Florida in 1992, WFOR responded with "Neighbor 4 Neighbor," a phone bank for storm victims and for viewers to volunteer their services. The response was so overwhelming that the station continues the phone bank as a year-round project to address poverty, homelessness and other issues. The CBS owned-and-operated station continues to air spots on families and communities in crisis and encourages viewers to help.

l-r: WFOR's Shirley Carr, Nelly Rubio, Lynne Cameron and Mayte Padron.



Omni Broadcasting: Radio Partnership Award
Since 1989 the four radio stations of Omni Broadcasting Company have worked with state and local agencies in Minnesota to present an annual 24-hour "Radiothon to End Child Abuse." The four stations are KBHP-FM Bemidji, KIKV-FM Alexandria, WJJY-FM Brainerd and KTCF-FM Crosby. In 1997 Cellular One became a partner of Omni Broadcasting. Working together these partners raised over \$136,000 in 1997 and \$185,000 in 1998 to benefit Prevent Child Abuse Minnesota and eight local agencies.

l-r: KBHP President Lou Buron and Vice President Mary Campbell; Neil Patrick Harris of Doogie Howser fame; Cellular One Marketing Manager Jeff Paris.



WJXX Jacksonville, FL: Television Partnership Award
When WJXX was a new station looking for ways to serve the Jacksonville community, it forged a partnership with Winn-Dixie, a grocery store also with roots in Jacksonville. The ongoing alliance between the Allbritton ABC affiliate and Winn-Dixie raises funds for the America Diabetes Association, the American Cancer Society, and provides aid to flood and tornado victims.

l-r: WJXX President/General Manager Leonard Firestone, Account Executive Scott Gudzak and Director of Marketing Courtney Ash, with Winn-Dixie Marketing Director Bill Tyjewski.



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that it put our county commissioners on notice," Shafer said. "I believe they've learned a hard lesson: that they can't simply make promises to their constituents, fail to keep—or apparently even try to keep—those promises, and not have to answer for their actions. I believe the other important benefit of this investigation is that it's created new opportunities for minorities in our community, by forcing the administration to deal with them in a more honest fashion and not simply ignore them in favor of the folks they've always done business with."

PUBLIC SERVICE

Small market

News Team

KELO-LAND TV, Sioux Falls, South Dakota

Spencer Tornado Telethon

Residents of a town nearly demolished by a tornado needed money more than anything, so KELO-LAND TV decided to put on its first telethon a few days after the storm. The goal was to raise \$100,000 in 90 minutes.

Callers inundated the station's phone lines. Some people took their contributions to the station when they couldn't get through busy phone lines, and had to park three blocks away. Pledges were e-mailed from Florida, Texas, and overseas. A local cell phone company brought in free phones to open more lines. Children emptied their piggy banks and shyly

brought the coins. A little girl donated her rare Beanie Baby, which a caller bought for \$500 and then anonymously returned to the donor.

The telethon raised \$650,000 in four hours. The next day, the phones resumed ringing.

The final tally was \$1 million raised for the Red Cross, the McCook County Ministerial Association, and the Governor's Tornado Relief Fund.

It was not an ordinary telethon with rows of operators in the background, celebrities brought in from out of town, or entertainment.

Instead, residents told their tragic stories in live interviews from Spencer, the town 50 miles west of Sioux Falls that was struck by the tornado. The station showed video of the tornado and the damage it caused to houses and farms. There also were studio interviews with people donating money, such as a woman who drove for an hour to the station because she couldn't get through on the telephone.

Employees from every department at the station—news, production, engineering, sales, promotion, accounting, and programming—participated in the telethon.

Planning for the telethon began less than 48 hours after the tornado ripped through, killing six people and injuring more than 150—half the town's population. Ninety percent of the homes and many farms were destroyed.

Less than 48 hours after planning began, the telethon started.

"The survivors had nothing left," said Mark Millage, news director at KELO-LAND, whose signal reaches all of South Dakota and parts of Minnesota, Iowa, and Nebraska. "Somebody had to organize the effort to help. Our station slogan is 'leadership you can count on.' We had a responsibility, with some of the most loyal television viewers in the country, to provide the leadership."

CONTINUING COVERAGE OF A BREAKING EVENT

Brian Leary, reporter/producer;
Steve Colvin, photographer/editor

WCVB-TV, Needham, Massachusetts

*Inside Cuba: The Havana
the Pope Didn't See*

With the help of a friend in Havana and without the knowledge or assistance of the Cuban government, reporter Brian Leary and photographer Steve Colvin interviewed a variety of Cubans for five daily segments. Their stories, Leary said, "introduced viewers to Cubans from all walks of life who collectively told a story of their nation which in many key respects was at odds with reports from America's mainstream press in the days leading up to the papal visit."

Many other reporters were drawn back to Washington for the breaking story of Monica Lewinsky, but Leary and Colvin stayed after the historic visit of Pope John II.

Leary and Colvin interviewed people and prepared their package in only a few hours each day for broadcast that night, in addition to two daily stories on the papal visit. Their special reports, which Leary described as diaries because they were shot, edited, and broadcast within a few hours each day, showed a Cuba of contrasts.

Leary said: "It was a story of a nation still largely committed to the ideals of Castro's radical social experiment, but troubled by the perversion of those ideals by the dollarization of the Cuban economy; a nation badly hurt by the U.S. trade embargo and the loss of the (former) Soviet Union's economic sponsorship, but one whose paternalistic health-care model would be the envy of many; and a nation



The staff of KELO-LAND TV

At Your Service



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Broadcasters Face Busy Weekends in the Nation's Capital

WRC-TV:

One Saturday - Two Big Events

On June 5, WRC-TV President and General Manager Linda Sullivan had just enough time to finish running in the station-sponsored "Race for the Cure" with fellow station staff and some 66,000 participants before racing across town to be on stage at the NBC-owned station's second event for the day, "Hoop Dreams." This 3-on-3 charity basketball tournament used temporary hoops set up in the streets at the foot of the US Capitol. WRC-TV helped attract 128 teams and 15,000 participants. "Hoop Dreams" tournament participants and corporate donors pulled in \$226,000 for college scholarships for needy Washington, DC high school kids. "Race for the Cure" raised \$2.5 million for breast cancer research and prevention education. WRC staff turned out in force for both events.



Top: WRC-TV's News 4 anchor Doreen Gentzler (left) and President and GM Linda Sullivan compete in "Race for the Cure" before racing off to "Hoop Dreams" (below).



W*USA-TV Raises \$5.7 Million for "Children's Miracle Network Telethon"

W*USA Washington DC went on the air live from 9 p.m. Saturday until 6 p.m. Sunday, June 5 & 6, and raised \$5.7 million for local Children's Hospital — a sizeable chunk of the nationwide total \$180 million for local pediatric hospitals across the country. The Gannett CBS affiliate took few programming breaks, primarily for early Sunday morning programming. W*USA Community Affairs Director Khalim Piankhi said the community response was very gratifying and made the all the time the staff put in "totally worthwhile."

WJLA-TV Gears Up for 1999 "Washington AIDS Ride"

From June 24 to 27th WJLA-TV staff will join more than 2,000 other riders in the fourth annual Washington AIDS Ride, a 330-mile journey by bike from North Carolina to Washington, DC. Proceeds support the Whitman Walker Clinic and Food and Friends. The Allbritton ABC affiliate sponsors one of the most successful AIDS fundraisers in the country to help raise awareness as well as money. Anchor and talk host Derek McGinty, a bike enthusiast, will lead the Channel 7 charge in the four-day fundraiser.

Service to America Summit 1999

The first NAB "Service to America Summit" in Washington this month honors extraordinary public service. Congratulations to the 1999 Service to America Award winners:

Service to America Leadership Award

Former First Lady Nancy Reagan for her work with the Alzheimer's Association, her campaign against teen drug use, and other efforts.

Samaritan Award

Popular syndicated radio personality Don Imus for the more than \$50 million he has raised for children's causes like the CJ Foundation for SIDS, The Tomorrow's Children Fund and the Imus Ranch.

Service to Children Television Awards

KARE-TV Minneapolis;
KOTV-TV Tulsa

Friend in Need Television Award
KELO-TV Sioux Falls, SD

Friend in Need Radio Award
WZZK-FM Birmingham

Service to America
Television Award
WFOR-TV Miami

Radio Partnership Award
KBHP-FM, KIKV-FM, WJYY-FM,
KTCF-FM Minnesota

Television Partnership Award
WJXX Jacksonville, FL

The Guardian Award
To the Radio and TV Broadcasters
of Oklahoma